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# PayPoint retailers collect an extra £2,700 by offering CollectPlus

**Welwyn Garden City, 23 September 2013:** Research by PayPoint has revealed that, on average, shops within the PayPoint network that also offer the CollectPlus parcel delivery and returns service can expect an annual revenue increase of more than £2,700. Those stores also experience a considerable rise in footfall, with two-thirds (64%) of customers using the service visiting their local store for the first time.

CollectPlus, a joint venture between PayPoint and Yodel, is the UK's leading store-based parcel delivery and returns service. It is designed to provide more flexibility, choice and simplicity when purchasing items online and when sending goods to individuals or businesses. Consumers purchasing goods online are able to collect or return their delivered items from one of the 5,250 PayPoint stores or petrol stations that offer the service, while individuals can also drop off parcels, for example, to send items sold on eBay, or to send a present to a friend or family member. This has significantly boosted revenue and footfall for many of the stores involved.

Commenting on the research results, Andrew Goddard, Retail Director at PayPoint, said: "CollectPlus grows from strength to strength, adding new stores from within the PayPoint network all the time and increasing its presence throughout the country. It is a perfect complement to the PayPoint service, reinforcing the important role that PayPoint assists local shops to play in their community. "As nearly all of the shops with CollectPlus are open early until late seven days a week, they provide the flexibility and convenience that customers want to avoid queuing at post offices, waiting at home for a delivery or travelling to a depot to collect items that couldn't be delivered because no-one was at home."

As well as helping to increase footfall, CollectPlus customers often make purchases they would otherwise have made elsewhere. On average, a CollectPlus customer will spend £3.42 while in the store, which generates an impressive increase in revenue annually. Around a quarter of customers will spend even more, with more than a fifth saying they purchasing over £5 worth of goods. This is all the more beneficial for store owners, with 80% of CollectPlus customers claiming the service has encouraged them to use the store repeatedly.

Sundeep Patel of Nisa Day 1, Hendon, is a PayPoint retailer who has offered CollectPlus at his store for several years:

"CollectPlus has benefited me in ways that wouldn't be possible if I didn't have PayPoint in my store. It brings in customers that I hadn't seen before, collecting and dropping off parcels before or after work and will often buy additional products while they're here. It's a fantastic idea and, as I'm playing a part in helping customers find an alternative to waiting in for deliveries or spending time in long queues at the post office, I've developed great relationships with people locally, many of whom might otherwise not have used my store. Many customers may visit for the first time to collect a parcel, but then start to come in more often as they are now familiar with our store."

In the UK, 88% of consumers in urban areas live within one mile of a PayPoint store offering CollectPlus, with 89% of those in rural areas living within five miles. Clients include John Lewis, Asda Direct, ASOS, New Look, Boden, House of Fraser, Very and Amazon, with 210 retail brands

using CollectPlus for returns and nearly 100 added over the past year.

ENDS

**For further information on CollectPlus, please contact the CollectPlus team at the Red Consultancy:**

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### **Note to Editors**

The £2,700 figure is based on the following calculations, assuming the current average of 37 parcels dropped off each week:

New customers to store	64%
Buying other bits	49%
Combined	31%
Average extra spend	£3.42
Extra spend per customer	£1.06
Addition income per week	£39.22
Per year	£2,039
Collect+ income per week	£12.95
Per year	£673
Total	£2,712